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Listing of Claims:

Claims 1 -27 (Canceled)

28. (Currently Amended) The process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive-repellent base medium;

applying a transfer adhesive <u>of the assembled reflection transfer</u> on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying an intermediate ink layer <u>on</u>to a side of said transfer adhesive opposite said base medium;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said intermediate ink layer, wherein said reflection particles are added to the reflection ink before applying the reflection ink on the transfer adhesive or the ~~optional~~ intermediate ink layer, respectively;

drying the transfer such that at least some of the reflection particles are raised above the reflection ink layer;

wherein said intermediate ink layer is not clear translucent; and

forming the reflection transfer via a screen printing process.

29. (Currently Amended) The process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive-repellent base medium;

applying onto the base medium one of a) a transfer adhesive/reflection ink mixture containing a plurality of reflection particles and b) a colored transfer adhesive which contains a plurality of reflection particles of the assembled reflection transfer;

wherein at least one of the transfer adhesive/reflection ink mixture and the colored transfer adhesive is not clear translucent;

drying the transfer such that at least some of the reflection particles are raised above the

mixture; and

forming the reflection transfer via a screen printing process.

30. (Currently Amended) The process for the manufacture of a reflection transfer that is not clear translucent, comprising the steps:

initially providing an adhesive repellent base medium in a screen printing machine;

applying a transfer adhesive of the assembled reflection transfer on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said transfer adhesive wherein said reflection particles are added to the reflection ink before applying the reflection ink on the transfer adhesive;

drying the transfer such that at least some of the reflection particles are raised above the reflection in layer; and

wherein said transfer adhesive is not translucent.

31. (Previously Presented) The proccess as in claim 30, wherein said step of applying said transfer adhesive to said base medium comprises applying said transfer adhesive via a screen printing process.

32. (Previously Presented) The process as in claim 28, further comprising the step of applying said reflection transfer to a substrate by using a transfer press.

33. (Previously Presented) The process as in claim 29, further comprising the step of applying said reflection transfer toa substrate by using a transfer press.

34. (New) The process as in claim 28, wherein the process proceeds sequentially in the order in which the steps are presented.

35. (New) The process as in claim 29, wherein the process proceeds sequentially in the order in which the steps are presented.

36. (New) The process as in claim 30, wherein the process proceeds sequentially in the order in which the steps are presented.